

Press release

May 31, 1999

Listing of Framtidsfabriken

- Public listing of Framtidsfabriken AB (publ)

The Board of Framtidsfabriken, one of Europe's leading strategic Internet service companies, today announced the terms and conditions of the sale of shares in the company in connection with the listing on the O-list of the Stockholm Stock Exchange:

- **Offer price: SEK 125 per share**
- **Subscription period: June 2 – June 11, 1999**
- **Settlement day: June 17, 1999**
- **Estimated first day of trading on the O-list: June 23, 1999**
- **In total the offer amounts to 2,997,623 shares in Framtidsfabriken with a total value of approximately SEK 375 million, corresponding to approximately 25 per cent of the shares and votes in the company**
- **The offer includes both new and existing shares**
- **Framtidsfabriken Netsolutions has changed names to Framtidsfabriken**

Framtidsfabriken is one of few focused Internet consultants which successfully has chosen to achieve profitability from the beginning. The company's 'incubator' projects have substantial potential: spin-off companies aiming to develop new business ideas born from the new technology and economy.

The company benefits from a combination of broad experience in the Board of Directors, where Carl Wilhelm Ros is Chairman, and visionary and competent management guided by Jonas Birgersson (Young Outstanding Person of the Year 1999) and Johan Wall (President of the Year 1998).

The main reasons for the listing are to continue to attract, recruit, remunerate and keep the most competent personnel, use the share as 'currency' in acquisitions of domestic and international companies and attain sufficient resources to realise Framtidsfabriken's 'incubator' projects.

In 1998 sales amounted to approximately MSEK 177 (pro forma), corresponding to an increase of approximately 125 per cent compared to 1997 (pro forma). Operating profit (after depreciation of tangible fixed assets) amounted to approximately MSEK 22 (pro forma) in 1998, corresponding to a margin of 12.3 per cent.

The Board of Framtidsfabriken has decided to increase the company's share capital through a new issue of 1,500,000 shares. Furthermore, some of Framtidsfabriken's shareholders have decided to make an offer to sell a maximum of 1,497,623 existing shares in Framtidsfabriken. In addition,

Framtidsfabriken has pledged, upon the request of Enskilda Securities AB, to newly issue an additional maximum of 500,000 shares to cover a possible over-allotment made in connection with the offer.

The offer price has been set at SEK 125 per share. The subscription period for acquisition of shares of Framtidsfabriken will run from June 2 up to and including June 11, 1999. Framtidsfabriken has been approved for listing on the O-list of the Stockholm Stock Exchange and the first day of trading of the Framtidsfabriken shares is expected to be June 23, 1999. The offer is directed to the Swedish public and to Swedish and international institutional investors.

Enskilda Securities AB is Framtidsfabriken's financial adviser for the public offering. Prospectuses and subscription forms are available at SEB branch offices, at Framtidsfabriken and at Enskilda Securities AB. In addition, the prospectuses and subscription forms are available on www.framfab.com, www.enskilda.se and www.sebank.se

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History and photo archive available on www.framfab.com.

Facts:

Framtidsfabriken's business concept is to increase its clients' competitive strength and create new business opportunities in the growing network economy by producing digital and interactive services.

In 1998 (pro forma), the company's total turnover amounted to SEK 177 million and approximately 350 people are currently employed at ten branch offices located in Gothenburg, Copenhagen, London, Lund, Malmö and Stockholm. Average number of employees during 1998 amounted to 196.

Framtidsfabriken is the strategic provider of Internet services to Volvo Car Corporation, Vattenfall, IKEA and Electrolux. Other examples of clients are Astra, Autobytel, Dial, Expressen, GE Capital Bank, Glaxo Wellcome, Svenska Handelsbanken, KPA, Perstorp, the SAAB Group, SCA, SEB, Skanska, Svenska Dagbladet, Tele Danmark and Unibank.

Framtidsfabriken is owned mainly by its employees and was founded in 1995 by one of the main shareholders, CEO Jonas Birgersson. Companies associated with the interest of Hans Rausing's family, Ikano and the 6th AP Fund are among the external owners.

Framtidsfabriken has expanded both organically and through acquisitions. During 1998 Framtidsfabriken merged with Coin and Computence and forged one of the strongest Internet companies in the Nordic region. In April 1999, Framtidsfabriken and Netsolutions merged and the company has since then also acquired the interactive direct marketing agency M.O.R. in Malmö, the London based Internet consultant Vivid Edge and the leading Danish Internet consultant Networkers. Framtidsfabriken's strategy is to continue to expand - both in Sweden and internationally.

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